

February 28, 2014

Shinichi Ueno
President and Group CEO
ASATSU-DK INC.
(TSE 1st Code: 9747)

**ASATSU-DK ties up with BULL'SEYE COMMUNICATIONS
with an eye on bolstering magazine ad as well as apparel and cosmetic domain**

ASATSU-DK INC.(President & Group CEO; Shinichi Ueno, Head Office; Chuo-ku, Tokyo, hereinafter "ADK") announces that it has concluded an agreement on business tie-up with BULL'SEYE COMMUNICATIONS Inc. (President; Kimihiro Murayama , Head Office; Chuo-ku, Tokyo, hereinafter "BULL'SEYE COMMUNICATIONS ").

1. Objective of business alliance

We believe this alliance will help improve presentation strength, mobility and human network in the magazine advertising domain as well as apparel, cosmetics, jewelry and watches sectors. It will also enhance services to existing clients of both companies and cultivate new clients by introducing clients with each other and collaborating pitches. We plan to send a senior management each other to ensure a smooth implementation of a business alliance.

2. About BULL'SEYE COMMUNICATIONS

BULL'SEYE COMMUNICATIONS has a special strength in magazine advertising with rich experiences in the sectors of apparel, cosmetics, jewelry and watches. In addition to media buying of magazine advertising, it excels at tie-up advertising with magazine articles, PR, sales promotion, event and creative works.

Corporate profile of BULL'S EYE COMMUNICATIONS Inc.

Name: BULL'SEYE COMMUNICATIONS Inc. (<http://www.bullseyecom.co.jp/>)

Location: Kataho Building, 2-16-11, Ginza, Chuo-ku, Tokyo

Representative: Mr. Kimihiro Murayama, Representative Director and President

Established: March 2006

Capital:10 million yen

Annual revenue: 1.2 billion yen (FY12/2013)

Employees: 18 (including fixed-term contract)

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